



VST SHAKTI SAMACHAR

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From The Editor's Desk

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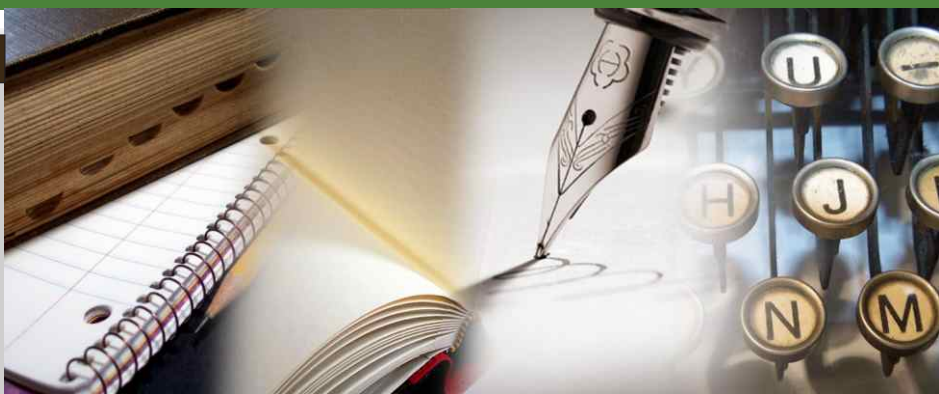
Sales Promotional Offer - Maharashtra

*Promotional Ads in Newspapers
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VST - Milestone

*New Showroom Inauguration
- Maharashtra*

PR Activities



FROM THE EDITOR'S DESK



This monsoon rains in India were six percent above average in the week ended 3 Aug 2016, the weather office said.

Two-third majority of the Indian population is relying on agriculture for their livelihood and their fortune lies on monsoon rainfall each year. It is expected that an above normal monsoon rainfall this year will boost the economy.

In general, the monsoon season in India starts with the arrival of the rains on the Kerala coast early June. It helps the cultivation of summer crops. It covers the entire country by mid-July. Monsoon has a direct impact on rural income and overall growth and inflation of the country.

The IFFCO Managing Director is expecting an increase in the consumption of fertilizer in 2016 - 17 season, especially due to better demand for winter-sown crops like wheat.

RBI also lowered the interest rates recently. All these good signs and symptom are in favor of VST. We hope to sell more tractors and farm equipments this year and the years to come.

**Abinash Gouda
Branding.**

IC SOFT - SOFTWARE TRAINING PROGRAM

IC Soft training programs were conducted at different parts of the country in May 2016 to train the dealers in using our single platform cloud managed website for billing, inventory and to manage accounting.

At Kolkata for West Bengal dealers



At Bhubaneswar for Odisha dealers



YANMAR TRAINING PROGRAM - KERALA

Training programs for mat preparation and running the AP-4 Yanmar rice transplanter were conducted at different panchayats of Palakad district, Kerala during May 2016. These training programs were organized especially for the Kudumbashree Ladies groups of Palakad.



VST ERUDITE

YANMAR DISTRIBUTION & TRAINING PROGRAM - KERALA

A distribution and training program was organized at Kuthannur grama panchayath in June 2016 where 66 Yanmar AP4 Rice Transplanters were distributed to the Kudumbasree ladies group. The rice transplanters were distributed by Palakad Jilla panchayath President - Adv. K. Shanthakumari and the training program was inaugurated by Kuzhalmannam Block panchayath president -Mrs. Sherly.



VST - RETROSPECTIVE

CEO VISIT TO KERALA

Our CEO Mr. Subbaiah K. U visited the dealers and Government higher officials in Kerala in May 2016. He believes that such visits to the dealers' place increases the relation and in turn improves sales. The visit to higher officials will increase the support from the government to VST.



WORLD ENVIRONMENT DAY - HOSUR

We celebrated World Environment Day at Hosur Plant in June 2016 by planting different saplings of flowers, fruits and coconut in and around the plant premises.



VST - RETROSPECTIVE

DEALER CONFERENCE - SRI LANKA

The 7th Dealer conference was organized in April 2016 at Colombo, Sri Lanka.



VST - RETROSPECTIVE

VST SHAKTI VIRAAT - LAUNCH

VST conducted various programs in different parts of India during April and June 2016 to launch new VST Shakti VIRAAT 27HP Tractor.

M/s. Jaya Agencies conducted a program in Tumkur, Karnataka April 2016. This event was inaugurated by Mr. B. C. S. Iyengar, Director – Corporate Strategy, Mr. Thiagarajan, Executive Vice President & CFO, Mr. Sasikumar and Mr. Pachiyappan.



Our Regional Sales Office, Cuttak, Odisha conducted a program in June 2016. The event was inaugurated by Mr. Jujhar Singh Virk, Vice President – Tractors Division.



25 YEARS OLD POWER TILLER - MAHARASHTRA

Senior Vice President – Tillers Division, Mr. Chandra Mouli Sharma visited and interacted with our customers at Margasini village, Pune, Maharashtra in June 2016. Mr. Anant V. Tamankar and Mr. Dinkar Hanumant Balgude are the proud and satisfied owners of VST Shakti Power Tiller for the last 25 years and the power tillers are still in good working condition.



VST - RETROSPECTIVE

SERVICE CAMP - WEST BENGAL

A service camp for both tractors and tillers was conducted in Chakdah, West Bengal by M/s. Paul Machinery Enterprise in the month of June 2016.



DEMO AT SALT MINES - RAJASTHAN

VST conducted a demonstration program in the salt mines of Rajasthan during April 2016 to demonstrate the use of VST Shakti Tractors with attachments like rotary and loader in the salt mines.



RICE SEEDER DEMO - GOA

A demo program was conducted by M/s. Goa Tractors Tillers & Agencies at Goa in June 2016. Our 22HP tractor with a 6 Row Rice seeder attachment was demonstrated at the event on dry soil as well as on sandy soil and its performance was satisfactory and well appreciated.



VST - RETROSPECTIVE

YANMAR RTP DEMO - KERALA

The 6 row Yanmar Rice Transplanter demo program was conducted at Kinassery, Palakad, Kerala by the Palakad Agriculture department. The Assistant Director of Agriculture inaugurated the demo program that was well attended by the dealers and farmers of the surrounding areas.



ATTACHMENTS DEMO - ANDHRA PRADESH

A demo and display program was conducted by M/s. Venkata Sai Tractors & Farm Equipment at the Regional Agricultural Research Station, Nandyal, Andhra Pradesh in June 2016. Our newly developed height attachment with wiper sprayer, low height seed drill, hydraulic trolley and loader attachments were demonstrated at the program that was attended by Mr. Subbaiah K. U., CEO and Mr. Jujhar Singh Virk, Vice President – Tractors Division also along with other officials of RARS, Nandyal.



DEMO PROGRAM - CHATTISGARH

A demo program was held at Durg, Chattisgarh in May 2016 where our 27HP, 22HP and 18.5HP tractors were demonstrated with 600 lts and 200 lts capacity sprayer and rotary attachments.

VST - RETROSPECTIVE

DEMO PROGRAM - CHATTISGARH



KISAN GARH DEMO - CHATTISGARH

A demo program was organized by Kisan Ghar, Baikunthpur at Bodar village, Chattisgarh to demonstrate our 22HP tractor with 4 feet rotary for dry and wet puddling.



SALES PROMOTIONAL OFFER - MAHARASHTRA

Promotional arch gates were erected at many dealers' place during the Gudi Padwa festival offering 3 gms assured gold coin on purchase of any 18HP or 22HP tractors in the month of April 2016.



PUBLISHED IN E-PAPER THE HINDU IN MAY 2016:

“The government has sanctioned six more custom hire centres from where farmers can hire farm equipment in Dakshina Kannada.

This is in addition to five such centres already functioning in the district, according to H. Kempe Gowda, Joint Director, Agriculture, Dakshina Kannada. VST Tillers Tractors Ltd. would manage the six new centres. They have been temporarily proposed at Moodbidri and Surathkal; Sullia; Kadaba; Kokkada and Vitla. But a committee of Dakshina Kannada would take a final call on opening these centres at the places proposed, he said. They would be opened during this kharif season, he said.

Shree Kshetra Dharmasthala Rural Development Project, an NGO, manages the existing five centres. They are at Panja in Sullia taluk; Uppinangady in Puttur taluk; Panemangaluru in Bantwal taluk; Gurupura in Mangaluru taluk and Kuvettu in Belthangady taluk.

The centres had combined paddy harvesters, paddy-transplanting machines, power tillers, tractors, paddy threshers, mist blowers and the like. They have 26 types of farm equipment, he said.”



Published in Eenadu newspaper in Andhra Pradesh in the month of June 2016



Published in Sakshi newspaper in Andhra Pradesh in the month of June 2016



Please share the details about the loyal customers of VST who are using VST products for years with customer name, photo of the customer along with the VST product they are using and win exciting gifts.

You can send the details to:
abinashgouda@vsttillers.com
or call:
9535833144

Toll Free Number
18004190136



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